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Meta Ads for Clinics

Facebook and Instagram ads for clinics, with wording and targeting that pass policy

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About this course

Meta Ads can fill a clinic's diary if they run. This course covers wording, targeting and creative that work within the rules.

Who it is for

Clinic owners and marketers who run clinic ads.

What you will be able to do

- Avoid Meta rejections
- Target without breaking the rules
- Create trust building creative
- Choose treatments that suit Meta
- Understand costs and follow up

How to use it

Read the chapters in order, do the "Try this" exercises where they appear and keep a simple log of what you change and what happens. Examples marked illustrative show method, not promises. Results depend on your business, area and effort.

Contents

1	Policy and targeting
2	Creative and treatments
3	Cost and follow up

CHAPTER 1

Policy and targeting

How to run Meta ads for a private clinic without getting rejected

> **The short answer.** To run Meta ads for a private clinic without rejections, describe the service not the person, avoid implying you know someone's health condition, use honest before and after style claims carefully or not at all, keep images modest and targeting broad. Check Meta's personal attributes and health rules, and the UK ASA and CAP guidance, before you launch.

Why clinic ads get rejected

Meta does not allow ads that suggest you know a person's health condition or other personal attribute. "Are you struggling with back pain?" implies it. "Physiotherapy for back pain, same week appointments" describes a service. The difference is small, and it is the most common reason a clinic ad is turned down.

Wording that tends to pass

Risky	Safer
Do you suffer from knee pain?	Physiotherapy for knee problems. Appointments this week.
Fix your bad skin fast	Skin consultations with a qualified practitioner
Lose weight with us	Weight management support. Book a consultation.

Images and claims

- Avoid dramatic before and after images, body shaming and anything that implies a guaranteed outcome.
- Use real photos of the clinic, the team and the treatment room.
- Do not make claims you cannot support. UK advertising rules expect health claims to be backed by evidence.

UK specific points

UK rules do not allow prescription only medicines, such as botulinum toxin, to be advertised to the public. Aesthetic clinics usually advertise consultations and the clinic itself rather than the product. Not legal advice. Check the platform policies and the ASA and CAP guidance for your own ads.

Targeting

Keep targeting broad within your area and let the creative find the right people. Avoid targeting built around health conditions. See Meta ads targeting for clinics.

If an ad is rejected

1. Read the reason Meta gives.
2. Rewrite to describe the service, not the person.
3. Request a review if you believe it was a mistake, and keep a copy of what you changed.
4. Keep your page consistent with the ad, because Meta checks both.

A pre launch checklist

1. Read each ad aloud. Does any line describe the person, not the service?
2. Check images for dramatic comparisons or body focused shots.

3. Check the landing page says the same as the ad, with no stronger claims.
4. Make sure prices, offers and availability are accurate.
5. Confirm the form asks only what you need and the privacy notice covers it.
6. Check you are not using targeting built around a health condition.

Rewrites (illustrative)

Rejected	Rewritten
Tired of living with chronic pain?	Pain management consultations in Blackpool. Book this week.
Get rid of your wrinkles	Skin consultations with a qualified practitioner.
Worried about your teeth?	Private dental check ups. New patients welcome.

If you think it was wrong

Use the review option, explain the service the ad describes and keep the page consistent. Do not repeatedly resubmit the same ad.

Meta ads targeting for clinics: audiences, locations and what is restricted

> **The short answer.** For a private clinic, target the area your patients travel from, keep audiences broad rather than health based, let the creative attract the right people, and use retargeting for website visitors with care. Meta restricts targeting linked to sensitive attributes, so do not build audiences around conditions.

Start with location

Choose the towns or radius your patients actually travel from. For a Blackpool clinic that might be the Fylde coast and Preston edge. Exclude places you do not serve.

Keep the audience broad

Meta has limited detailed targeting options linked to sensitive topics, and its systems now find people from the ad itself. Broad targeting inside your area, with clear creative, usually performs well and avoids policy problems.

Age and gender

Only restrict where the treatment really suits a group, and check the policy for your treatment. Over narrow targeting raises costs and can raise policy flags.

Retargeting

You can show ads to people who visited your site. For clinics, do not use audiences that reveal a health condition, and make sure consent and privacy notices cover tracking. See Meta Pixel and Conversions API.

Let the creative do the targeting

A clear message about the service and the place attracts the right people, such as "Sports injury physiotherapy in Blackpool, same week appointments". See how to avoid rejections.

Test one thing at a time

Compare cost per booked appointment, not clicks, and change one variable at a time.

A worked example (illustrative)

A Blackpool aesthetics clinic targets women over 25 within ten miles. After a month it widens to all adults within ten miles and lets creative do the filtering. Cost per enquiry falls and the audience Meta finds is wider than the clinic guessed. Illustrative.

Common mistakes

- Narrow audiences built on guesses.
- Targeting by health condition.
- Too small an area.
- Judging after a few days.

What You Can and Can't Say in Healthcare Ads on Google and Meta (UK Guide)

> **The short answer.** Don't claim cures or guaranteed outcomes, don't imply you know the viewer has a health condition, don't advertise prescription-only treatments to the public, and be careful what health information passes into your tracking. Rules differ by platform and change over time, so check the current policy before launch. This is a practical guide, not legal advice.

Three layers of rules

Healthcare ads are judged by three separate sets of rules, and passing one doesn't mean passing the others:

1. **The ad platform's policy.** Google and Meta each review ads against their own standards, mostly automatically.
2. **UK advertising law.** Every ad in the UK, on any platform, falls under the CAP Code enforced by the Advertising Standards Authority (ASA).
3. **Your professional regulator and data law.** Your regulator may have its own advertising guidance, and health information is special category data under UK GDPR.

Google Ads: the main points

- **Healthcare and medicines policy.** Google restricts prescription medicines, unapproved substances and some health services, and certain categories need certification before ads can run.
- **Misleading or unreliable claims.** Ads that promise guaranteed results or cures can be disapproved under Google's misrepresentation rules.
- **Personalised advertising.** Google restricts remarketing and audience targeting based on sensitive health information, so condition-level audiences aren't something you can build.

Meta (Facebook and Instagram): the main points

- **Personal attributes.** Ads must not assert or imply that you know something about the viewer's health. "Struggling with back pain?" is the classic example that gets flagged, because it speaks to the person's condition directly.
- **Unrealistic results.** Health and wellness ads shouldn't promise unlikely outcomes, and before-and-after imagery is restricted, particularly for categories such as weight loss and cosmetic procedures, which also face tighter rules on audience age.
- **Tracking.** Meta's business tools terms stop you sending sensitive health information through the Pixel or Conversions API. Events or page URLs that reveal a person's condition or treatment are a risk.

UK advertising law in practice

- Claims must be backed by evidence, and ads must not mislead about what a treatment can achieve.
- Ads shouldn't discourage people from seeking medical advice for conditions that need it.

- Prescription-only medicines can't be advertised to the public. Botulinum toxin is the common example, and the rule applies to naming the product in an ad, not just to promoting it heavily.
- Check your own regulator's advertising guidance too. Bodies such as the GDC for dentists and the GMC for doctors publish guidance on how registrants can advertise.

Instead of this, write this

Risky wording	Safer wording
"Are you suffering from back pain?"	"Back pain physiotherapy in [your town]. Book an assessment."
"Cure your sciatica for good"	"Physiotherapy for sciatica, with a treatment plan built around you."
"Guaranteed results in three sessions"	"Evidence-based treatment, with a plan agreed at your first assessment."
Before-and-after photos of a procedure	"What to expect at your consultation."
Naming a prescription-only treatment and a price	"Book a consultation with a qualified practitioner."

Examples of wording patterns, not a guarantee of approval. Platforms and the ASA judge each ad in context.

Landing pages and forms

The page an ad leads to is reviewed too. Show who you are and your registration details, be clear about what a consultation involves and costs where you can, and add plain consent wording to forms. Avoid passing condition details into URLs or form fields that your tracking sends to ad platforms.

What happens if you get it wrong

The usual outcome is disapproved ads and restricted delivery. Repeated violations can lead to account-level restrictions, which is painful if the account is how new patients find you. It's far easier to build compliance in from the first draft than to recover a flagged account.

Want the full course?

This is a free sample of **Meta Ads for Clinics**. The full course has 3 chapters.

Join the waitlist at edwardeatonmarketing.com/courses/meta-ads-for-clinics-course and you will hear first when it launches.